

Limitations	Claim 7	U.S. 5,754,939	U.S. 5,724,567
1	determining, with a computer system including least one computer on a network initial user profile information for the user,	Determining user profile attributes such as age and zip code (physical location) (column 4, lines 54-55) The prior art also teaches that the user profile is determined based on the user's search query and not the actual result of the search, C66, L57-67	
2	inferring, with the computer system, user profile information for the user	For the purpose of examination, the word "infer" is being interpreted synonymously with guess or suggest. As such, the prior art can "guess" the user's likes or dislikes based on the user's search profile, C5, L21-25. Additionally, the prior art can actively generate a user's interest or passively infer a user's interest in subject, C17, 33-35	
3	determining, with the computer system, the user profile information for the user using both the initial user profile information and the inferred user profile information	Determining both user profile such as age, and inferred user interest C4, L54-60	
4	controlling, with the computer system, the serving of an advertisement to the user using the determined user profile information	The ability to match user's interests with advertisement, C7, L4-10	
5	defining a node for each of a number of documents and the user, wherein each node represents a particular one of the number of documents or the user,	Figures 3-4 shows the aspect of nodes (i.e., p, B, C, D) and the edges or lines between the nodes, similar to the structure found in figure 10, item 1070 of appellant's invention.	However, Hertz did not explicitly teach that the nodes are users and documents, with lines or connectors (edges) between them. However, Referring to FIG 5B, shows the graphing of documents and users. Figures 6 shows a table representation of documents and users, where one of ordinary skill in the art could easily show a graphical representation of the table in figure 6.
6	adding edges between nodes if there is an association between the nodes to define a graph, wherein there is an association between at least two of the nodes,	Figures 3-4 shows the aspect of nodes (i.e., p, B, C, D) and the edges or lines between the nodes, similar to the structure found in figure 10, item 1070 of appellant's invention.	However, Hertz did not explicitly teach that the nodes are users and documents, with lines or connectors (edges) between them. However, Referring to FIG 5B, shows the graphing of documents and users. Figures 6 shows a table representation of documents and users, where one of ordinary skill in the art could easily show a graphical representation of the table in figure 6.
7	inferring user profile information of the user using a topology of the graph and user profile information of other documents.	Figures 3-4 shows the aspect of nodes (i.e., p, B, C, D) and the edges or lines between the nodes, similar to the structure found in figure 10, item 1070 of appellant's invention.	However, Hertz did not explicitly teach that the nodes are users and documents, with lines or connectors (edges) between them. However, Referring to FIG 5B, shows the graphing of documents and users. Figures 6 shows a table representation of documents and users, where one of ordinary skill in the art could easily show a graphical representation of the table in figure 6.